Funny Statistics and "Social Being"

Funny statistics in computer and technology world: "Our network has opened already 400,000 or four hundred thousand sites to this day,399,999 are affiliate advertising auto generated sites that are related to affiliate networking and daily massive domain buying"

I always thought and believed that internet and social media world on the internet is like a mirror. Whatever you put there, it shines ! And on-line readers, see things very much clearly, even more than people who post stuff to the internet.

Another funny thing I saw not a long ago, and it is about one social network, that gathered users information, ideas, thoughts, some statistics, and then publicly wrote on its front page: "We are closing, thank you for assisting us in our research. We have gathered all the necessary information from all of you, and it was very beneficial for us. We are heading towards a new mission, so in short, thank you all for your help even without you knowing this."

From all of this, I clearly understand that a user, a social network user, is far from important to those two mentioned networks above.

On the bright side though, social media integration for any user is very interesting thing. Content comes first. Which means a user must have pictures, images, videos, slides, articles, quotes that he wants to share to attract not only customers, but to gain on-line social recognition for himself or his brand. Then, in my personal opinion, comes consistency. By consistency I mean same profile content on all the networks. By profile, I mean the information that one is being asked when opening an account on one or another social network. The later added stuff can vary and be different altogether.

Can you be on first ten pages of major search engine, in two weeks ? And stay there for a year or two ? In my personal opinion yes.Quantity matters. What I mean by quantity is the number of social networks you or your brand is found. If your brand is on only one social network, search engines will leave you behind a little bit. If you are on 17 social network sites, your probability increases, with whatever algorithms search engines use. Here all we care about our side of the story and not the search engine's.

Another thing of importance to me, is the idea that globally, all social networks are very much known. They are known by name, by brand, by their social presence. And the first thing that a major global search engine will do is knock the door of those big networks to look for search phrases. It might search all other distant servers, with no global recognition, but the major ones are the most important. So why not be present on all of them ? And they are many !

There are also, for example, besides social networking sites, sites that let you design and make your own website. Those, in my personal opinion, are also ranked highly in global search engines. So for example, if a person or a brand, wants to be on-line present, he might open accounts on different social networks, and also design small, maybe one page sites on the other ones that I just mentioned.

Imagine the keyword hit that one could have ! And not only this. Consider a little bit, the idea of sharing. When you share something from a blog, to another social network. The sharing mechanism, is already defined between those two networks. They know and they do measure what and how it is being shared. It simply means, that between themselves, social networks, also have deals ! Good solid business deals, that benefit everyone. What this means to me, as a user, is that considering all these factors, consistency and abundance is the best factor in getting on-line presence.

Another question that came up to me recently, is why do we share ? Do we share to gain our on line presence ? Or do we share out of deep understanding that sharing matters !?

In my personal opinion, we share because we know that it works. Sharing on-line, and not only on-line, brings real results, which in economic terms is translated into something called currency, which in turn we use to buy things. Sharing works !

Being social, or social being ? Both are true. Because we want to get on-line and increase our social influence. Are there specific patterns that we might use more than the others that will work ? In my personal opinion yes. Do we need to study computer science to get into on-line social world ? Definitely no ! The only thing that we need is time, and managing ones time, in my personal opinion, comes after being efficient in something. Efficiency works.

Thank you,

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